

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Black et al.
Serial No.: 09/738,471
Filed: December 15, 2000
Title: Targeted E-commerce System
Group Art Unit: 3627
Examiner: Vanel Frenel

Mail Stop: RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

PRELIMINARY AMENDMENT

Sir:

This Preliminary Amendment is being submitted with a Request for Continued Examination. This Preliminary Amendment and RCE is in lieu of an Appeal Brief, as Applicants previously filed a Notice of Appeal on July 2, 2007, and in which:

Listing of the claims begins on page 2 of this paper, and

Remarks begin on page 5 of this paper.